

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

YAT & C (PMU) Department – Empanelment of advertising agencies – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.46

Dated: 21-01-2013

Read the following:

1. G.O.Rt.No.1450 of Youth Advancement, Tourism and Culture (PMU) Department. Dt.26-11-2004.
2. G.O.Rt.No.65 of Youth Advancement, Tourism and Culture (PMU) Department. Dt.12-01-2005.

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ORDER:

As part of Tourism promotion, Government is participating and organizing various Tourism related Fairs and Festivals within India and abroad on regular basis. In addition to this, Government is also bringing out various promotional materials in the form of brochures, posters, booklets and releasing advertisements globally under the Tourism promotion plan. In view of latest changes in the technologies and competition in promoting Tourism destinations among various states, Government have decided that a new panel be created with agencies having latest promotional and software technologies and experience in promoting Tourism destinations effectively. High quality art works for print and electronic media with international standards for global promotional campaigns has also become necessary to promote the destinations effectively.

2. Accordingly, Government have issued orders empanelling 21 numbers of advertising agencies for Andhra Pradesh Tourism in the G.O. 2nd read above, with the time limit of 2 years from the issue of said G.O. and the period is already expired.

3. The Government have reexamined the matter and decided to continue the following Agencies as official Advertising Agencies of Andhra Pradesh Tourism.

1. M/s.Stark Communiations, Bangalore.
2. M/s.J.Walton Thompson, New Delhi.
3. M/s.IB&W Communications, Hyderabad.
4. M/s. Ogilvy & Mather Advertising, New Delhi.
5. M/s.Mudra Communications, Hyderabad.
6. M/s.Lintas Lowe Advertising, New Delhi.
7. M/s.Grey World Wide, Hyderabad.
8. M/s.R.K.Swamy BBDO, Hyderabad.
9. M/s. Akshara Advertising, Hyderabad.
10. M/s.Touchstone Advertising, Hyderabad.
11. M/s.Associated Advertising, Hyderabad.
12. M/s.Mindset Eye Advertising, Hyderabad.
13. M/s.Centum Advertising, Hyderabad.
14. M/s.Livewire Advertising, Hyderabad.
15. M/s.Ramakanth Advertising, Hyderabad.
16. M/s.Enthrall Communications Pvt.Ltd., Chennai.
17. M/s.Span Communications, New Delhi.
18. M/s.Akar Advertising, Hyderabad.
19. M/s.Vyapthi Communications, Hyderabad.
20. M/s.Visakha Ads, Hyderabad.
21. M/s.Vibrant Advertising Pvt.Ltd., Hyderabad.

4. Accordingly Government hereby continue the above 21 Advertisement Agencies as Official Agencies for Andhra Pradesh Tourism.

(P.T.O)

5. The Terms of Reference for empanelment are as follows:
 - a. to suggest to the Government strategies for promotion of Tourism destinations of Andhra Pradesh from time to time.
 - b. to assist the Government in procurement of promotional material such as, brochures, posters, CDs, release of advertisements, booklets and other promotional material.
 - c. to assist the Government in conceptualizing, planning and organizing the Tourism promotional campaigns globally.
 - d. to assist the Government in preparation of Tourism promotional presentations, whenever required.
 - e. any other promotional work assigned by the Government from time to time.
6. The above panels will be valid for two years from the date of issue of this G.O.
7. Government reserves the right to terminate any agency out of the panel without assigning any reason.
8. Government also reserves right to temporarily suspend any of the empanelled agencies in case of lack of proper response in executing assigned works within specified time.
9. Government further reserves the right to empanel more agencies on case to case basis in future whenever such need arises.
10. The present Empanelment does not guarantee assured work to any of the agencies.
11. All the Heads of the Departments / Corporations under the administrative control of this Department are hereby directed to utilize the services of the empanelled advertising agencies for any tourism promotional needs.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

The Advertising agencies concerned.

The Director, Department of Tourism, A.P., Hyderabad.

The Managing Director, Andhra Pradesh Tourism Development Corporation, Limited, Hyderabad.

The Director, Department of Archaeology and Museums, A.P., Hyderabad.

The Director, Department of Culture, A.P., Hyderabad.

Copy to:

The Commissioner, Information & Public Relations Department.

P.S. to the Hon'ble Minister for Tourism.

P.S. to the Special Chief Secretary to Government (Tourism and Culture).

P.A. to the Additional Chief, YAT & C (PMU) Department.

All the committee members constituted vide G.O.Rt.o.65, YAT & C (PMU) Department,
Dt.12-01-2005.

The Deputy Pay and Accounts Officer, A.P. Secretariat Branch, Hyderabad.

Sf/Sc.

//Forwarded:: By Order//

SECTION OFFICER